IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of optimizing a campaign implemented in a computer readable medium, ~~using a set of executable instructions, the set of executable instructions residing in a computer readable medium and when executed perform the method~~ comprising:

receiving a campaign operable to determine a success factor and a failure factor;

receiving a contact list including a plurality of contacts each contact associated with one or more demographic attributes;

associating a completed contact list with each completed contact in the contact list and a remaining contact list with each non completed contact in the contact list;

determining at configurable contact intervals from the completed contact list if a correlation exists between the completed contacts associated with the factors and one or more demographic attributes, wherein the contact intervals represent elapsed periods of time associated with environmental changes occurring outside the scope of the campaign, and wherein the environmental changes effect the correlation during the elapsed periods of time and the environmental changes are related to current events occurring during the campaign, and wherein success of the campaign can be used to dynamically modify the configurable contact intervals; and

retrieving each contact in the remaining contact list based on the determined correlation.

2. (Original) The method of claim 1, further comprising:

removing one or more selective contacts in the remaining contact list based on an unfavorable value of the correlation which is associated with one or more of the selective contacts.

3. (Original) The method of claim 1, further comprising:

initiating at one or more intervals the step for determining the correlation.

4. (Previously Presented) The method of claim 3, further comprising:

dynamically adjusting the contact intervals if no substantial correlation is determined.

5. (Original) The method of claim 1, further comprising:

randomly seeding the retrieved remaining contact list with an adjustable percentage of non completed contacts without regard for the determined correlation.

6. (Original) The method of claim 5, further comprising:

redetermining the correlation to discover if as a result of randomly seeding a modified correlation is detected; and

retrieving each remaining contact in the remaining contact list based on the modified correlation.

7. (Original) The method of claim 1, further comprising:

discarding remaining contacts in the remaining contact list having unfavorable demographics with respect to the determined correlation; and

acquiring one or more new contacts not originally associated with the contact list, each new contact having favorable demographics with respect to the determined correlation and each new contact sorted into the remaining contact list.

8. (Currently Amended) A system for optimizing campaigns, <u>implemented in a computer readable medium,</u> comprising:

a campaign optimizer comprising executable instructions operable to communicate with one or more contact data stores, the data stores associated with at least one of one or more completed contacts and one or more non completed contacts, the campaign optimizer operable to receive completed contacts at adjustable time intervals;

a correlator comprising executable instructions operable to communicate with the campaign optimizer, to receive the completed contacts, and to determine if a correlation associated with the completed contacts exist between the completed contacts identified with at least one of a success factor and a failure factor and one or more demographic attributes, and wherein the correlator determines the correlation during each of the adjustable time intervals, the

adjustable time intervals representing environmental changes occurring outside the scope of a campaign, and wherein the environmental changes affect the correlation during the adjustable time intervals, the environmental changes related to current events occurring during the campaign, and wherein values associated with the success factor or the failure factor can be used to dynamically alter the adjustable time intervals; and

a non completed contact sorter comprising executable instructions operable to communicate with the correlator, one or more of the data stores, and the campaign optimizer, the non completed contacts sorter operable to sort non completed contacts in one or more of the data stores based on the correlation.

9. (Original) The system of claim 8, wherein the correlator is operable to determine a correlation coefficient for each of the demographic attributes.

10. (Original) The system of claim 8, wherein the contacts are associated with an outbound contact campaign.

11. (Original) The system of claim 8, further comprising:

an outcome analyzer comprising executable instructions operable to determine upon completion of one or more of the completed contacts if the completed contact is associated with at least one of the success factor and the failure factor.

12. (Original) The system of claim 8, further comprising an optimization manager comprising executable instructions operable to randomly seed the non completed contacts in one or more of the data stores with a percentage of non completed contacts without regard to the correlation.

13. (Original) The system of claim 12, wherein the optimization manager is operable to communicate with the correlator to redetermine a modified correlation based on completed contacts associated with the randomly seeded contacts.

14. (Original) The system of claim 13, wherein the optimization manager is operable to communicate to the non completed contacts sorter the modified correlation resulting in a resort of the non completed contacts in one or more of the data stores based on the modified correlation.

15. (Currently Amended) A method of optimizing a contact list during a campaign implemented in a computer readable medium ~~using a set of executable instructions, which reside in a computer-readable medium and when processed perform the method~~, comprising:

identifying a contact campaign;

receiving a contact list including completed contacts and non completed contacts, each of the contacts associated with a success factor, a failure factor, and one or more demographic attributes;

determining during the contact campaign at adjustable time intervals a correlation between the factors and one or more of the demographic attributes of the completed contacts, wherein the adjustable time intervals are associated with environmental changes occurring outside the scope of the contact campaign, and wherein the environmental changes affect the correlation during the adjustable time intervals, the environment changes related to current events occurring during the contact campaign, and wherein values associated with the success factor or failure factor can be used to dynamically modify the adjustable time intervals; and

reordering during the contact campaign the non completed contacts based on the correlation.

16. (Original) The method of claim 15, further comprising:

seeding in random order an adjustable percentage of the non completed contacts without regard for the correlation.

17. (Original) The method of claim 16, further comprising:

determining a new correlation by evaluating the factors and one or more of the demographic attributes for completed contacts after the seeding step; and

reordering the non completed contacts based on the new correlation.

18. (Original) The method of claim 15, further comprising:

receiving a reference operable to modify and retrieve one or more contact data records from one or more data stores associated with each of the contacts.

19. (Original) The method of claim 15, further comprising:

reporting summary data associated with the contact campaign.

20. (Original) The method of claim 15, wherein the contact campaign is conducted over at least one of an e-mail channel, an on-line channel, a voice channel, a video channel, an audio channel, a kiosk channel, an ATM channel, and a wireless channel.